

**What is claimed is:**

1. A wheel hub comprising:  
a cylindrical main body, a radial flange and a  
plurality of radial ribs;  
said main body has an outboard end and an inboard end,  
and said radial flange has an outboard side and an inboard side;  
and  
said radial flange is connected to and encircles said  
main body, said radial ribs extending between said outboard side  
of said radial flange and said outboard end of said main body.
2. The wheel hub of claim 1, wherein the profile of said  
inboard side of said radial flange defines a smooth, continuous  
curve.
3. The wheel hub of claim 1, wherein the perimeter of said  
radial flange is scalloped.
- 20 4. A wheel hub comprising a cylindrical main body, a  
radial flange and a plurality of ribs, wherein:  
said main body has an outboard end and an inboard end,  
and said radial flange has an outboard side and an inboard side;  
said radial flange is connected to and encircles said  
main body, said ribs extending between said outboard side of said  
radial flange and said outboard end of said main body; and

said inboard side of said radial flange defines a smooth, continuous curve.

5. The wheel hub of claim 4, wherein the perimeter of said 5 radial flange is scalloped.

6. A wheel hub comprising:  
a main body, said main body having an axial bore, an  
outboard end and an inboard end;  
10 a radial flange; and  
at least one rib extending between said axial bore and  
said radial flange.

7. The wheel hub of claim 6, wherein said at least one rib 15 is oriented radially relative to the axial bore.

8. The wheel hub of claim 6, wherein said at least one rib is tapered in width.

20 9. The wheel hub of claim 6, wherein said radial flange has an inboard side and an outboard side, said inboard side defining a smooth, continuous curve.

10. The wheel hub of claim 6, further comprising a 25 plurality of wheel bolt apertures in said radial flange, and wherein a rib is adjacent each said wheel bolt aperture.